

New Customer Sale!

ASSOCIATED S GROCERS

INDIVIDUALLY OWNED STORES

3 DAYS! THIS THURSDAY, FRIDAY, SATURDAY

FINE GRANULATED SUGAR 10 lbs. 45c

PUFFED WHEAT 2 pks. 19c
PUFFED RICE per pkg. 13c
A. J. PANCAKE FLOUR—sm. 10c lge. 20c
INSTANT POSTUM—4-oz. can. 23c 8-oz. 37c

Brookfield, Butter—lb. 24c

BAKER'S COCONUT—4-oz. 10c 8-oz. 17c
WESSON OIL SETS 49c
POST TOASTIES 2 pks. 15c
BLACK SWAN CORN OR STRING BEANS, No. 2 can. 10c
SPERRY'S WHEAT HEARTS small pkg. 13c

MILK 17c EGGS 24c

SPERRY FLOUR
Free recipes in every sack
No. 5 sack 25c
No. 10 sack 45c

WOODBURN'S 1801 Cabrillo Ave. Phone 175
G. H. COLBURN'S 645 Sartori Ave. Phone 622
DOAN'S 2223 Torrance Blvd. Phone 486



Compare THESE PRICES

WITH ALL COMPETITORS AND YOU WILL Buy At The Beacon

Following are a few more low every-day prices which are the lowest obtainable in California:

FEVER THERMOMETERS Guaranteed 79c

Close Out On Off Brands FACE POWDER (50c to \$1.00 values) 25c

Miles Nervine 89c
Lucky Tiger Hair Tonic large 79c
Ladco Milk of Magnesia pint 29c
Phillips Milk of Magnesia large 39c
Pazo Ointment, tube 64c
Ladco Antiseptic Mouth Wash pint 29c

SQUIBB'S TOOTH PASTE Lge. 39c 3 for \$1.00

FRENS SANITARY NAPKINS 15c

RED CROSS COTTON 1/2 oz. GAUZE BANDAGE 1-inch, 10 yards ADHESIVE TAPE 1/2-inch each 5c

OXFORD TENNIS BALLS 3 for 69c

1519 Cabrillo Avenue Phone 180 Torrance

REMEMBER! We Give Green Trading Stamps DOUBLE STAMPS EVERY WEDNESDAY

We Are the Authorized Ticket Agency For the Greyhound and Union Pacific Bus Lines See Us For Information On Low Fares to All Points in the United States

NINTH CHAPTER of "I'LL TELL THE WORLD"

The Romance and Thrills of Newsgathering for the United Press

A Novelization of Universal's Screenplay of the Same Name

Written by Lincoln Quarberg and Frank Wead. Adapted by Dale Van Every and Ralph Spence.

NINTH INSTALLMENT

SYNOPSIS: Discovering that his "Jane Hamilton" of Baltimore actually is the Princess Helen and that she is about to be restored to her throne by royalists, Stanley Brown, dashing young correspondent for the United Press, sets out for Grauburg, on the frontier, believing that he'll find her there. He is in love with the girl, Briggs, of Confederated Press, his rival, has just scooped him on "Jane's" true identity, and he is out to get even with Briggs.

Grauburg, a picturesque village in the hills at the frontier, consisted of a few narrow, cobbled streets, and oddly and grotesquely shaped residences and stores, their upper stories jutting over darkened thoroughfares. It was after midnight. The hamlet was just a few hours away from world prominence, due to the machinations of Count Strunsky.



Strunsky had brought Princess Helen and her uncle, Ferdinand, to his villa at the outskirts of Grauburg. Helen, who was not as yet completely persuaded that she should become queen, the entire plan for the revolution was in jeopardy.

Strunsky, Helen and Ferdinand were in the reception room of the villa, a massive estate at the edge of Grauburg. It was heavily guarded by men as well as by high walls and grated windows.

Strunsky, in an effort to fire Helen with at least a little enthusiasm, led her to a window and pointed out the boundary line to her country. He explained that he, Ferdinand, and herself, in two powerful limousines, would soon cross the bridge which she could see in the moonlight and that a few hours later she would be in her rightful place on the throne.

Ferdinand did his part in the efforts at persuading Helen she was rightfully a ruler by telling of the manner in which he had spirited her from the country so many years ago under a hall of machine gun fire and rifle bullets. Ferdinand really was taking the wrong path toward winning Helen's co-operation, because she wanted to know if the country was still machine-gun minded.

Strunsky cut the aged royalist short by telling Helen, for the hundredth time, that her subjects would welcome her, that many years had passed, and that they'd had time to think, and to regret their actions in driving her and her family from the country. He said he was sure that the citizens had been happier when her family had ruled.

"I hope you're right," she replied, listlessly. "It all sounds incredible to me. Why should I become queen of a country I barely remember?"

"Rightfully, you've ruled since the day your father was assassinated," pointed out Strunsky. "The world isn't run like that any longer, she protested. "There is only one right now—the right of people to choose their own government."

"I assure you that they are ready to choose you," pressed Strunsky. The girl's attitude alarmed him.

He became even more distraught when he heard a banging on the front door. He summoned Josef, a battle-scarred servant of military bearing, and ordered him to investigate. Josef hurried to the door. He discovered that Brown, who had arrived by plane only a short time before, was doing the pounding.

"You must go away!" he ordered through a peep-hole. Brown, desperate in his desire to get the great news story which was breaking, paid no attention to the command.

"I tell you I'm coming in," he persisted. "I've got to see Miss Hamilton—"

Kurtz, another servant, also of military type, joined Josef. Josef, ready for action, drew an ugly automatic pistol.

"No—that will not do!" cautioned Kurtz. "Not yet—"

"If you don't let me in, I'll yell!" threatened Brown. He proceeded to do so, his shouts bringing Strunsky on the run to the door. Strunsky, recognizing Brown as the newspaperman of terrace episode, ordered the servants to let him in, to keep him quiet. He was afraid he would wake the countryside.

"You see that kindness pays,"

Brown told the servants, with a grin of triumph as he entered the villa. They leered at him. He said to Strunsky: "I've got to see Miss Hamilton immediately!"

"You will sit down and be very quiet," commanded Strunsky. "I will not!" Brown barked. Two more servants appeared. He decided to sit down after all.

"Take him to the cellar!" ordered Strunsky. At this point, however, Helen, having heard Brown's voice, entered the corridor.

"What are you doing?" she asked angrily, eyeing the ex-Prime Minister and his servants. "Abating a nuisance," replied Strunsky, sternly, pointing to Brown.

"Helen exercised her royal authority. "Let him go!" she commanded. Brown turned on the guards. "How'm I doing?" he asked them.

They gave him dirty looks as Helen ordered them and Strunsky to leave the room. She stood alone with Brown. She eyed him questioningly.

"Why do you cross me?" he asked sadly. "You could have told me the truth!"

"I'm sorry," she said, sincerely. "Yeah, sorry," he scoffed. "But think of the United Press!"

Strunsky impatiently returned to the room, remonstrated with Helen for talking with Brown. He turned to the newspaperman.

"What are you doing here, anyway?" he demanded. "So you're Strunsky," Brown said, half to himself. "Ex-Prime Minister?"

Grauburg, the opposition with Princess Helen at the frontier. Quite a party you're having!"

Strunsky, enraged at what he considered Brown's insolence, and at the same time realizing that the newspaperman had guessed his plans, summoned his servants. Helen protested.

"We must silence this man immediately, Your Majesty!" he exclaimed. "Secrecy is imperative. Publicity at this moment would ruin everything!"

"Publicity? What would it ruin?" interrupted Helen, turning on him. "You told me the people wanted me. Why be afraid to tell them I'm coming? If I must sneak in like a thief, I'm not going!"

"But this will be awkward," said Strunsky. "The plans—"

Strunsky, "The plans—"

"You Majesty is right," he said calmly, as if admitting defeat. "I have kept your plans secret for so long I've not realized it is time for the world to know."

"Through the United Press," added Brown. He turned to Helen, anxious to get his story while he had the chance. "When are you going back?"

"Within the hour. By motor car," she told him. "What a story!" he exclaimed. He raced for the door. Strunsky shot a quick look of command at Kurtz, who acknowledged it. He hurriedly left the room in the wake of the newspaperman.

"Prince Michael will be here at any moment!" said Strunsky. "As soon as he arrives, we will leave for the capital."

"Oh!—Michael!" she said absently. "So he's going with us—"

"Of course. It will make a better impression. We can tell the people you will marry as soon as you are on the throne."

"Does he look like his picture?" she asked, as if Michael was just one more unpleasant feature of her new job.

"He's very handsome," Strunsky assured her.

"Brown, meanwhile was racing toward the tiny village to find a telephone. As he passed a wall, a shadowy figure rose from behind it, holding a club.

A sixth sense warned Brown to dodge. The man swung, but missed. He ducked behind the wall, and Brown took to the middle of the street from this point onward. When no telephone seemed available, he found a telegraph office. He broke down the door and entered. He found an old man who had been sleeping in a corner.

"I've got to send a message," Brown snapped. "Let's go—"

"Can't send it. The instrument's gone. Somebody must have stolen it," was the sleepy reply.

Brown saw that he was right, gave a snort of disgust.

"All right—go back to bed!"

Brown raced from the office. As he ran down the street a knife flew past his nose and stuck in a wooden wall. He did not pause to investigate. The story was at this moment the most important thing in the world. His next stop was at the village saloon. He woke the bartender.

"Say, is this whole town under ether?" he asked. "Where's your phone?"

"Owlishly, the man eyed the wall. "Gone!" he exclaimed. "Somebody must have stolen it."

"Things aren't very permanent in this town, are they?" jibed

BROWN FACES DEATH!



ENTRANCE BARRED.—When Stanley Brown, of the United Press, tried to get inside Count Strunsky's villa at Grauburg, he found several servants ready to pounce upon him. Josef, one of the leaders, was ready to fire through the door and kill him if he persisted in trying to gain admission.

Brown. "Where can I find another?"

"This is the only one in the village," was the disheartening reply.

"No car. Bus comes in the morning!"

"I don't believe it—somebody will have stolen it by then!" He stormed out.

"What a rotten yarn!" he growled. "Biggest job of the year—and I can't even tell my Paris office about it!"

(To Be Continued)

Poultry Expert Determines Sex Day Old Chicks

Demonstration of Value to Growers at Leuzinger High School Monday

Under the auspices of the Southwest Poultry Center of the Los Angeles county farm bureau, there will be held at the Leuzinger high school, Rosecrans and Avenue J, Lawndale, one of the most amazing demonstrations ever staged in the history of the poultry industry of the Southwest, on Monday evening, July 25.

Professor H. Mayashi, a Japanese poultry expert, will determine the sex of 100 baby chicks the day after they are hatched.

This demonstration is being held by the Poultry Center to enable the poultrymen of the Southwest to see the actual procedure under this system which is claimed will revolutionize the poultry industry.

In the past, to be certain of obtaining 100 good pullets, a poultryman has had to buy at least 300 chicks. With this system, he need buy only the exact number, and consequently the bill of feeding, appliances and housing will be halved. In addition, the poultryman will not be encumbered with a large number of cockerels which have been fed as pullets, and consequently are of little value for fattening.

The fact that hatcherymen may now be able to determine the sex of day-old chicks means a saving of millions of dollars annually to the poultrymen of this state. It is said, and is considered one of the most important discoveries in poultrydom made in recent years.

Village Winery Opens in Torrance

The Village Winery, located at 1811 Carson, enjoys the distinction of being the only exclusive winery in Torrance. No other beverages are handled but wine and a complete line of all types to choose from is on hand at all times.

Mr. Butz is a resident of Hawthorne, has lived there for over five years and has been practically raised in the wine industry. The policy of the concern will be the selling of their beverages at low prices due to direct buying from the large wholesale wineries.

Mr. Butz also has another store under the same name at Hawthorne.

Get your ad in the Classified. Inexpensive, condensed and Sure-Fire.

Ford Sales Lead Low-Price Field

Schultz & Peckham Submit Comparative Figures On Registrations

"One of the best indications of returning prosperity is the mounting sales of cars in the low-price brackets," said Schultz & Peckham, local Ford dealers. "Reports from all over the country indicate that the public is again buying automobiles. In Torrance during the month of May, registration figures show that out of the total of 16 automobile sales in this city, nine of the new car purchasers bought Ford cars."

"In Southern California, during May, Ford sold 2208 cars, which is 58 more than were sold by Chevrolet, Plymouth and Oldsmobile combined. In metropolitan Los Angeles there were 52 more Fords sold than the combined sales of the four next sellers, namely Chevrolet, Plymouth, Buick and Oldsmobile."

"State-wide figures show that there were more Fords sold than the combined sales of Chevrolet and Plymouth. Nationally, from January 1 to April 30, the best authoritative figures indicate that Ford sold 162,788 cars as contrasted with the sale of 146,228 Chevrolets; 145,855 Plymouths; 111,150 Dodge Brothers cars; and 23,437 Pontiacs."

"In Detroit, the hub of the automotive industry, figures for Wayne county have been compiled showing that there were 4950 new Ford registrations as against Chevrolet's 1143 and Plymouth's 720. Detroit is in Wayne county."

"From coast to coast the motor trade is buzzing with favorable comment on the sales gains made by Ford," say Schultz & Peckham.

Sunday Funerals Banned

BARNESVILLE, Ohio (U.P.)—Don't die in Barnesville, Bethesda, Belmont, Leesville, Seagraves, or in any of the other towns of the county of Henry, Va., Sunday funerals. Ministers of those towns have voted not to conduct obsequies on the Sabbath.

Not a Candidate For Assemblyman Says Ben Hill

Ben A. Hill of San Pedro, former state assemblyman, in a statement issued this morning denied that he was a candidate for the state assembly or any other public office. His statement follows:

"I am not a candidate, at this time, for state assemblyman, or for any other public office. So many inquiries have come to my office recently in this respect, that I feel my friends are entitled to have a statement from me. I have given so much of my time and energy in the public welfare during the past four years, that in justice to myself, I must now devote my time and energies to my law office and to the business of my clients. However, I feel keenly interested in civic affairs, and hope to always keep alert to civic enterprises and progress."

"I appreciate the confidence which has been reposed in me by my many friends, and thank them for the loyal support which they have continuously given me."

\$1 Hose Cost \$130

DALLAS, Texas (U.P.)—It cost Aline Leslie just \$130 to walk out of a store with a \$1 pair of hose. The judge found she hadn't paid the store for them, so he fined her \$100 and assessed \$30 costs.

CHIEF FIRE ENGINE DRIVER

NAUGATUCK, Conn. (U.P.)—Borough officers appointed Milton Garvin chief of the fire department and then named him a driver of apparatus so he could draw a salary. The chief's job carries no pay. Now he'll receive \$1.87 a year.

Smiles Lead to Longevity

BOSTON (U.P.)—Smile, and perhaps you too will live to be 90 or more years old. Mrs. George A. Marsh, who celebrated her 90th birthday anniversary, gave this advice: "Never allow yourself to get 'burned up'; manage somehow or other to smile and you'll get along fine."



THIS EMBLEM ASSURES YOU OF GETTING GENUINE GOOD OLD

Balboa A BETTER BEER

It has everything and more than any other BEER

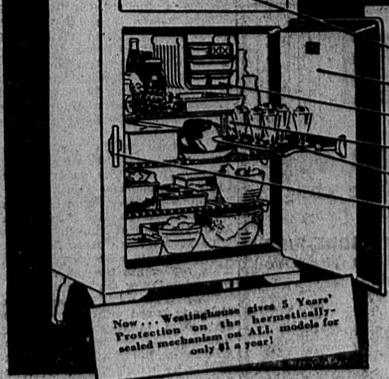
Crown Beverage Co., 1032 So. Brand Blvd., Glendale, Calif. Capital 11982 - Douglas 5707

THE Used Car Market

Table listing used cars for sale: 1932 DeSoto Coupe (Custom), 1930 Buick 6 Coupe, 1932 Ford (4) Roadster, 1930 Chevrolet Special Sedan, 1928 Ford Coach, 1927 Chevrolet Coach, 1927 Chevrolet Roadster.

LIBERAL TRADES - EASY TERMS

NEW! 1934 MASTER SERIES Westinghouse Refrigerator



- NEW OPERATING ECONOMY
NEW DULUX FINISH
NEW FASTER FREEZING
NEW ICE TRAY RELEASE
NEW "HANDY TRAY"
NEW DOOR OPENER

The refrigerator of today—from the "Home of Tomorrow!" Don't miss seeing this amazing new Westinghouse creation. Built to do more... save more... last longer! Fourteen beautiful models—at prices you can easily afford. A demonstration will open your eyes. Come in—today!

NEW, EASY PURCHASE PLAN!

Torrance Electric Shop

1419 Marcelina Avenue TORRANCE Phone 567

EVERY HOUSE NEEDS WESTINGHOUSE

